



For more information contact:  
Ann Smith  
(503) 956-2791  
[ann@awordsmithcomm.com](mailto:ann@awordsmithcomm.com)

**FOR IMMEDIATE RELEASE**

**A.WORDSMITH PROMOTES ALLISON WOFSEY TO PR ASSOCIATE &  
CONTENT SPECIALIST**

PORTLAND, Ore. (May 1, 2016) – A.wordsmith, an Oregon PR firm focused on thought leadership and content marketing, announces the hiring of Allison Wofsey as PR Associate and Content Specialist.

Wofsey joined the A.wordsmith team in January as an intern. In her new role, she will specialize in strategic content creation, research and media relations. Wofsey recently graduated with a master's degree in management communication with a concentration in marketing and public relations from the University of Portland. She also holds a bachelor's degree in developmental psychology from Haverford College. Prior to joining the firm, she spent three years in fundraising and communications for nonprofits, where she gained experience with direct mail campaigns, social media, and strategic branding.

**ABOUT A.WORDSMITH**

Since 2009 A.wordsmith has been providing strategic communication programs specializing in thought leadership, content marketing and strategic counsel for clients with complex stories to tell and manage. Our team is comprised of expert public relations practitioners, all of whom have deep expertise in media relations, corporate positioning, strategic writing, brand identity, and marketing communications. Utilizing a variety of communication strategies, our specialty is implementing successful thought leadership PR programs that raise awareness of our clients as experts in their fields. Clients of A.wordsmith include ProKarma, Kavi, Micro-Pak, iFLY Portland, Marquam Group and Brandlive.

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